

IN THE CLAIMS:

1. (Currently Amended) A method for rendering images on display devices with improved quality with the steps of:
analysing ~~at brightness information~~ least partially contents of said an image,
calculating an individual tone rendering curve which fits best for the particular image ~~determining a tone rendering curve~~ based on said brightness
information ~~analysed image content~~, and
adjusting luminance values of pixels within said image according to said ~~determined-calculated~~ tone rendering curve.
2. (Original) The method of claim 1, wherein luminance values of pixels are analysed for determining said tone rendering curve.
3. (Original) The method of claim 1, wherein an image histogram is analysed for determining said tone rendering curve.
4. (Original) The method of claim 1, wherein at least two different tone rendering curves are stored, and wherein said determined tone rendering curve is taken from said storage.
5. (Original) The method of claim 1, wherein said tone rendering curve is customized according to properties of said display device.
6. (Original) The method of claim 1, wherein said tone rendering curve is applied to said luminance values of pixels within an HSV or Ls α colour space.
7. (Original) The method of claim 1, wherein ambient light information is acquired, and wherein said tone rendering curve is also determined based on said ambient light information.

8. (Cancelled)
9. (Currently Amended) A method for rendering images on display devices with improved quality with the steps of:
analysing ~~at least partially contents brightness information~~ of said ~~an~~ image,
acquiring ambient light information,
~~determining~~ calculating an individual tone rendering curve which fits best for the particular image ~~a tone rendering curve~~ based on said ambient light information, and said ~~image content~~ brightness information, and
adjusting luminance values of pixels within said image according to said ~~determined~~ calculated tone rendering curve.
10. (Currently Amended) A display device for presenting images to viewers according to a method of claim 1, said display device comprising:
a screen for showing said ~~an~~ image,
image analysing means for analysing ~~at least partially contents brightness information~~ of said image,
tone rendering curve ~~determination~~ calculation means for calculating an individual tone rendering curve which fits best for the particular image ~~determining a tone rendering curve~~ based on said analysed ~~image content~~ brightness information, and
image adjusting means for adjusting luminance values of pixels within said image according to said ~~determined~~ calculated tone rendering curve.
11. (Cancelled)
12. (Currently Amended) A display device for presenting images to viewers according to a method of claim 1, said display device comprising:
a screen for showing said ~~an~~ image,
image analysing means for analysing ~~at least partially contents brightness information~~ of said image,

ambient light acquisition means for acquiring ambient light information, tone rendering curve ~~determination~~calculation means for calculating an individual tone rendering curve which fits best for the particular image ~~determining a tone rendering curve based on said analysed image content~~brightness information, and said acquired ambient light information, and image adjusting means for adjusting luminance values of pixels within said image according to said ~~determined~~calculated tone rendering curve.

13. (Cancelled)
14. (Cancelled)
15. (Currently Amended) A computer-readable medium with computer-readable instructions for causing a computer to ~~program product with a computer program tangibly stored thereon~~, for driving a display device, or a display device driver, the program comprising instructions operable to cause a processor to perform a method according to claim 1.
16. (Cancelled)